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***For Immediate Release***

**[Facility Name Here] Participates in ACR National Mammography Database**

**[City, State]** **(October 1, 2012)** — [Facility Name here] is now participating in the American College of Radiology (ACR) National Mammography Database (NMD). Participation in the database is voluntary and allows mammography facilities to track and compare practice performance and outcome data to other practices similar in size or geography, regionally and nationwide. The database leverages data that mammography practices are already collecting under federal mandate to advance the practice of mammography and implement successful quality improvement programs to improve patient care.

With NMD, facilities upload preformatted files with performance data to NMD through a web-based system. The data that comply with ACR BI-RADS® standards are then compiled to provide benchmarks on individual practice processes and patient outcomes such as cancer detection rates, positive predictive values and interpretive skills of radiologists. Participants also receive semiannual feedback reports comparing their facilities’ performance metrics to medical audit benchmark data.

NMD is part of the ACR National Radiology Data Registry (NRDR™), which leads the effort in developing benchmarks and comparisons to help imaging facilities improve quality of patient care.

The ACR is a national professional organization serving more than 36,000 diagnostic/interventional radiologists, radiation oncologists, nuclear medicine physicians and medical physicists with programs focusing on the practice of medical imaging and radiation oncology and the delivery of comprehensive   
health care services.

For more information, or to schedule an interview with a [Facility Name here] spokesperson, please contact [Contact Name here] at [phone number here] or [email address here].